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Chang, Hsuan Hsuan and Fong, Tsoi Yee Anna, "The advertisements effects on festival and destination marketing: comparison study between old and new social media" (2019). *Travel and Tourism Research Association: Advancing Tourism Research Globally*. 38.  
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# **The advertisements effects on festival and destination marketing: comparison study between old and new social media**

## **Introduction**

With the development of modern technology, new types of media keep popping out one by one with different features from old ones. Different types of media enable people to have different information and level of involvement in message reception. Taiwan Communication Survey (TCS) shows that people at difference ages have different understanding and cognition degree for the received messages, which reflects a significant difference in advertisement attitudes held by people at different ages toward different media. In this age of multi-cultural development and rapid innovation, to introduce festival activities into the market, it is important to have extensive public exposure and publicity to allow the public to know their content and information. To deepen public acceptance toward the newly promoted festival activities, a large amount of advertisements is necessary to attract tourists so as to achieve promotion and sales profits etc. During peak tourist seasons in summer and winter vacations, many scenic spots would compete against each other to attract more tourist visits and achieve good economic benefits for places around scenic spots. Therefore, scenic spots rely more highly on advertisement promotion.

According to statistics of Tourism Bureau (2010), the most important information source for tourists to visit tourist attractions is the Internet (39.1%), which is higher than other information acquisition methods such as newspapers and magazines (20%). Therefore, in terms of publicity of tourist industry, the Internet has become an important tool for the publicity and promotion of tourist destinations (Ho, 2002; Brey et al., 2007; Choi, Lehto, & Morrison, 2007; Kim, Kim, & Han, 2007). However, the promotion methods for festival activities are quite different from that for scenic spots: the former are innovative or continuous activities which require media promotion to attract people's travel intentions or intentions to revisit the scenic spots; tourist destinations, on the other hand, have existing resources that need to be developed, innovated and promoted through media to bring new impressions to the public and thus attract people to pay for travelling there. Long and Perdue (1990) emphasized that all activities need to be advertised, organized and managed to identify the quality of experiences with quality activities. This shows that festival activities and traveling goods all need the publicity and promotion of advertisement media.

In modern times, apart from the traditional old media, new types of media are also applied as a promotion method. Both the old and new types of media have their own advantages and disadvantages. With the change of time, the new media is developing fast but with high elimination rate, so can it really achieve better promotion benefits compared with old media? The emergence of new media is not only a challenge but also an opportunity for old media. For example, with the networking of broadcasting stations, the intelligent network television is the process of "running in" between new and old media (Jenkins, 2006). Can they achieve the best advertisement effect under

the complementary function?

The main purpose of this study is to explore whether advertisement presentations through different types of media will have a significant impact on the advertisement effectiveness (divided into advertisement effectiveness, tourism image and travel intentions) of tourism products (divided into festival activities and general tourism package products). Then the study also examines whether different types of tourism products will have a moderating effect on the above relationship. The so-called different types of media in this study are divided into two categories: new media (Facebook, blog, YouTube) and old media (magazines, flyers and posters, word of mouth). Advertisement effectiveness is defined as advertisement attitude, tourism image and purchase intentions (travel intentions).

## **Literature Review**

### ***New media and old media***

What is media? A media system is like an educational system, which is a set of key social system as well as the industrial and cultural practices (Masterman, 2001). Media usually refers to the media of communication as well as the output and text of these media. Through the media, we can imagine the way we are connected with society (Stack & Kelly, 2006). Mass media has become the main source of information for people in modern times, and has a profound impact on society and people (McLeod, 2000; Liu, 2006). Media influences human's understanding of objects and the world, knowledge construction on reality, judgment on facts, and relations with the nature, others and the society (Lin, 2010). For the tourism industry, media is an important tool to help practitioners to communicate with consumers. There are many kinds of media, including newspapers and magazines, television, radio, outdoor advertisement and the Internet etc.

Judging from the timeline of the development of mass media, traditional media refers to the media form that was widely used in the past. Generally speaking, the media before the emergence of the Internet were widely regarded as traditional media (McQuail, 2000). Gitelman (2006) criticized that when the general public accepted a new media, the media would no longer be new. Even if it is a new media today, it will have become history tomorrow and belong to the old media. Defleur and Dennis (2005) defined the new media as a media form relative to the old media and traditional media. The "old media" refers to books, newspapers, magazines, radio and television, movies and so on, while the "new media" is a very flexible term referring to a new information carrier created by modern technology. The "new" as in the term is mainly reflected by its services. Based on the evolution of digital technology, the new media is mainly divided to the new form of traditional media evolved from digital technology and the new media forms emerging with the promotion of digital technology, such as network media and mobile media, which is a unique category. The services provided by these media, such as real-time dissemination, hyper-link, search, and community network, have not only completely changed our way of information acquisition, but also changed the whole social life (Chuang, 2013). Some scholars further pointed out that the old and new media are relative. The "new" of the "new media" is relative to the "old". As long as the

media did not appear in the past, it can be called "new media". Throughout the history of media development, print publications are new media compared with manuscript, radio and television and movies are new media compared to newspapers, and Internet digital media is new compared with television. Therefore, the so-called "new media" is a relative term. It is a new media form that appeared after the traditional media like newspapers, radio, television and other media, driven by technological development (Shih and Tsai, 2012). If the concept of "new media" is defined in both broad and narrow sense: in broad sense, "new media" includes both "emerging media" and "new media", which refers to all the new means or forms of communication that utilize digital technology, network technology and mobile communication technology to provide users with video, audio and voice data services, online games, distance learning and other integrated information and entertainment services through the Internet, broadband local area network, wireless communication network and satellite channels with television, computer and mobile phones as the main output terminals; in a narrow sense, "new media" refers specifically to "emerging media" (Kung, 2011).

To summarize the above literature, media is a kind of innovative technology. The emergence of the new media is a derivation of a media providing new services due to the scientific and technological progress. The distinction between the old and the new media is relative in time, as today's new media will be the old media tomorrow. Broadly speaking, the new media includes "emerging media" and "new media", while in a narrow sense the "new media" refers specifically to "emerging media". The new media selected in this study are Facebook, YouTube and blog. The old media are mainly magazines, flyers and posters and word-of-mouth.

### ***Advertisement benefit and effects***

According to the influence process at different stages, different ways can be used to evaluate advertisement effectiveness, such as popularity, attention, impression, purchase intentions or purchase rate etc. (Hung, 1998). Lavidge and Steiner (1961) weighed advertisement effectiveness with Hierarchy-of-Effects model, which is to produce buying behavior through a continuous process from knowing, loving, preferring and convincing to buying stage. Many scholars put forward six levels of ladder effect (receiving advertisement messages, message processing, communication effects and brand positioning, target customers' actions, sales or market share, brand equity and profit generation), which describes the process from consumers' receiving advertisement messages to actually taking economic actions (Smith & Swinyard, 1982; Bar, 1987; Rossiter & Per 1997).

Gardner (1985) held the opinion that advertisement attitude refers to the message recipient's opinion on the overall advertisement. MacKenzie et al. (1986) defined advertisement attitude as consumers' preference for a particular advertisement. Bogart (1990) also pointed out in his research that different media characteristics would affect consumers' perceptions and attitudes toward advertisement. For example, TV advertisements have a higher degree of interference. Broadcasting, as it is often regarded as background sound, has a lower degree of interference to consumers. If an

advertisement in newspapers and magazines matches the content of articles, readers will be more interested in it and will not regard it as interference. Therefore, consumers will take a more negative attitude toward advertisements in the media when they think that there are too many advertisements in this media. Elliott & Speck (1998) reminded us that many advertisements are not considered as interference by consumers but as useful information. For example, for advertisements in trade journals, magazines with specific hobbies, computer purchasing-related or popular magazines, consumers may even be more interested in advertisements than in the content of the article. To summarize the above scholars' arguments, advertisement attitude refers to the attitude of the message recipient toward the overall advertisement and the degree of his preference for the advertisement, i.e., the degree of the participant's preference for the advertisement content he sees.

### ***Tourism image***

Gadgostar and Isotalo (1992) believed that the image of a tourist destination is a person's overall impression or attitude toward a particular place. That is to say, there will be some image of a tourist destination or a certain area. Whether or not people have experience in local tourism, they will receive external information, which, accumulated for a long time, will produce some rudimentary image of the place. The image of a tourist destination also has a function similar to brands. It combines the perception of tourists and tourist practitioners about the tourist activities or attributes of tourist attractions in the tourist area (Gartner, 1989). It also represents the tourists' impression of tourist attractions and gives tourists a feeling in advance (Fakeye & Crompton, 1991). The tourism image is the overall impression or attitude of a person toward a particular place, while the overall impression is constituted with the tourist's cognition of the quality of the tourist destination (Dadgostar & Isotalo, 1992). Therefore, tourism image can be regarded as a tourist's expectation on a destination and his positive impression of beneficial tourism experience (Birgit, 2001). Based on the above scholars' narratives, this study concludes that the so-called "tourism image" refers to a tourist's attitude toward a tourist destination in his subjective perception and viewpoint. It is the tourist's feeling through his value judgement in his view point and perception. Such image will be gradually formed with accumulated personal experiences, reorganization of the received information and integration of such factor as personal feelings.

Past measurements on tourism image can be divided into two parts: cognitive / perceptual evaluation image and affective evaluation image (Oxenfeldt, 1975; Gartner, 1989; Stern & Krakover, 1993). Affective evaluation is aimed at the feelings of things, usually expressed by adjectives, such as pleasant and exciting. As it is abstract and vague, it is not easy to develop marketing strategies. Many studies use the method of semantic difference analysis or free disclosure method to investigate emotional imagery. Enchtner and Ritchie (1993) have different opinions. They think that tourism image should have two main components: attribute image vs. holistic image, functional v.s. psychological image and generality v.s uniqueness. Attribute image is a single attribute image (e.g. natural landscape, climate, accommodation facilities, etc.). Integral imagery is the feeling of the whole environment. These two kinds of images contain substantial functional characteristics and abstract psychological characteristics. As this study will adopt the

experimental method, the subjects will see different types of advertisements, the length of which is relatively limited, the content of which provides relatively limited information. "Affective evaluation" to measure tourism image, i.e., whether advertisements can make the subjects have positive emotional preference for tourism products.

### ***Travel intentions***

Kanuk (2000) defined purchase intentions as a measurement of the likelihood that consumers will buy a product. The higher is the purchase intentions, the greater is the chance to buy. Consumers' purchase intentions usually depend on their perceived benefits and values, which further generates their purchase intentions (Zeithaml, 1988; Dodds, Monroe, and Grewal, 1991). Engel et al. (1978) emphasized that consumers' purchase decision is a continuous process, in which consumers' purchase intention will be influenced by the information they receive. Due to the special features of tourism products, it is necessary to pay first to enjoy the products, and the products may be abstract. So in the tourism industry, travel intentions will usually be used to measure the purchase intentions. Past studies pointed out, tourists' traveling intentions will be affected by various internal and external factors when they are choosing scenic spots. To explore the traveling intentions, this study would measure traveling intentions through such items as intend to travel and consider traveling (Lam & Hsu, 2006). Mayo and Jarvis (1981) defined tourism intention as the possibility of purchasing the tourism product, which is a concept of Readiness-to-buy. In summary of the above scholars' narratives, tourism intention is the possibility that tourists are willing to go to a certain tourist destination. Through the experimental method, the study participants would see the advertisements and then would be asked to fill in the questionnaire to study the degree of their intentions to purchase the tourism package, or to visit the tourist destination or to participate in the festival activities.

### **Methodology**

Based on the literature review, this study proposes two hypotheses. The first hypothesis is that *"Different types of media can significantly affect study participants' advertisement attitude (the degree of preference for advertisement content), the tourism image of the destination and the intention of traveling to the destination"*; and the second hypothesis is that *"Different type of tourism products (festivals, and tourism destination) can moderate the result of study hypothesis one"*. A total of 502 participants were participated in this study. They were randomly assigned to view different types of tourism information for different marketing products: Tai festival and Okinawa destination. The 53% of the respondents were female and 47% were male. The study was mainly conducted in universities. The researcher communicated with lecturers beforehand, chose appropriate time in class to display advertisements according to the media configuration. After watching different of advertisement information, study participants need to fill out questionnaires afterwards. All of data were collected from August to November, 2018.

Table 1. The distribution of study participants for seeing different types of promotion media

	Old type of media			New type media			Total
	Magazines	Flyers	WOM	Facebook	YouTube	Blog	
The Songkran Festival	50	31	43	41	50	39	254
Okinawa holidays	50	34	45	29	43	47	248
Total	100	65	88	70	93	86	502

A closed questionnaire was used to collect data. There were four main items in the questionnaire: advertisement attitude, tourism image, travel intentions and personal basic information. For the part of advertisement attitude, according to MacKenzie and Lutz (1989), the advertisement attitude was defined as: "consumers' positive or negative reaction to the advertisement after watching a specific advertisement in a specific period", including the degrees of acceptance and preference for the advertisement content. Fourteen items are designed and measured with Likert 7-point scale. The higher is the score, the higher is the degree of acceptance and preference for the advertisement content. For the part of tourism image, the measurement items were initially generated from a literature review pertaining to destination attributes (Baloglu & McCleary, 1999; Echtner & Ritchie, 1993; Fakeye & Crompton, 1991). After reviewing the pool of items extracted from the literature, eleven items were selected to measure the tourism image of Tai festival and Okinawa destination. The Likert 7-point scale were used to measure their agreement towards 11 items. Tourism intention refers to the possibility that the tourists are willing to go to a tourist destination. The title will be designed as "I am quite willing to travel to the place (or buy the tourism product, or participate in the festival activities) after viewing the advertisement." Likert 7-point scale was used to measure the degree of agreement with the point. The higher the score, the stronger is the willingness to travel there in future.

## Results

Advertisement attitude is analyzed through 14 items, from which two factors are obtained: the first factor is "acceptance for advertisement content", with the eigenvalue of 6.587, explanatory variance of 47.050%, and the reliability of 0.952; the second factor is "advertisement content innovation" with the eigenvalue of 3.303, explaining variance of 23.591%, and the reliability of 0.935. Originally, 10 items were used for the analysis of the tourism image factors, the KMO value of which is 0.833, and the significance is 0.000. Since the value is less than 0.05, it shows that there exists the significance and the factor analysis can be carried out. The principal component analysis method was used to measure the commonly explained variances of all measured variables, and the facets of the main factors were extracted by the factor rotation method of the maximum variation method. Analysis were made on effective measurement items with factor load greater than 0.5, through which 3 factors were extracted: the first factor is "social environment", with a characteristic value of 2.846, explanatory variance of 28.462% and reliability of 0.827; the second factor is "natural humanities", with characteristic value of 2.576, explanatory variance of 25.761%; the third factor is "negative factor", with characteristic value of 2.146, explanatory variance of 21.456%.

### *The mean difference on advertisement effect, tourism image and travel intention*

Table 2 shows the analysis results from six independent sample T test on degree of their acceptance for advertisement content, advertisement content innovation, three tourism image factors (social environment, natural humanities, and negative impacts) and travel intention between study participants seeing the advertisements in old and new media forms. From the analysis results, we can see that there are significant differences in all other aspects except natural humanities existing between two groups of study participants. It means that new media, including FB, YouTube and blog, make viewers to have a high degree of acceptance for Advertisement content and viewers also think that the content of new media is more innovative and has a positive attraction. For the part of tourism image, new media will make viewers have a positive idea about the activities they want to promote and better image regarding destination's social culture and also environmental facilities of the scenic sites. Finally, they also have higher level of traveling intentions.

Table 2. Mean difference of six variables by different advertisement medias

	T value	P value	Comparison
Ad. content acceptance	-3.353	0.001	New media > Old media
Ad. content innovation	-9.316	0.000	New media > Old media
Tourism image-social environment	-6.341	0.000	New media > Old media
Natural humanities	-0.780	0.436	
Negative effect	-7.451	0.000	New media > Old media
Travel intentions	-2.224	0.026	New media > Old media

### ***The examination of the Moderating Effect-Tai festival and Okinawa destination***

Two-Way ANOVA was used to evaluate the second study hypothesis: “Type of tourism goods (Tai festival and Okinawa destination) will moderate the effects of media type on advertisement attitude, tourism image, and travel intention”. The three dependent variables were two factors from advertisement effects, three factors from tourism image, and travel intentions. The independent variable was type of media (new and old media). The moderating variable was type of tourism goods- Thailand festival and Okinawa destination. In total, six two-way ANOVA was conducted to examine study hypothesis two. The results are shown in Table 3 and Fig. 1-3. As shown in Table 3, the Two-Way ANOVA test revealed significant interaction between type of media and type of tourism goods with respect to advertisement content acceptance (F value=14.401, p=0.00), advertisement innovation (F value=35.565, p=0.00), and negative tourism image (F value=57.814, p=0.00). The simple main effect after Two Way ANOVA was also conducted and the result is shown in Table 4.

Figure 1 shows that type of tourism goods moderated how different types of media-promotion tools affected the advertisement content acceptance of the study participants. For the Okinawa tourist destination experiment, the study participants who viewed Okinawa tourism information



through Facebook, YouTube, and blogs showed a higher level of acceptance towards the advertisement content compared to the participants who were in the old media group (magazines, posters, flyers, and Word-of-mouth). However, for the study participants who were assigned to the Tai Songkran Festival experiment, the result was the opposite and no difference on advertisement content acceptance existed between the new and old media group (Table 4). The results indicated that new types of media, such as Facebook, YouTube, and travel blogs did not increase positive advertisement attitudes towards the Tai Songkran Festival. For the Tai Songkran Festival, the advertisement effects on content acceptance were similar for new and old promotion tools.

Figure 2 shows that type of tourism goods moderated how different types of media-promotion tools affected the advertisement innovation of the study participants. For the Okinawa tourist destination experiment, the study participants who viewed Okinawa tourism information through Facebook, YouTube, and blogs showed a higher level of innovation towards the advertisement content compared to the participants who were in the old media group (magazines, posters, flyers, and Word-of-Mouth). The study participants who were in the Okinawa group thought that Okinawa was a fun and interesting destination to visit and felt attached to the advertisement contents due to their innovation and delivery of information compared to the other group. For the study participants who were assigned to the Tai Songkran Festival experiment, differences in advertisement content acceptance existed between the new and old media group; however, the influence on advertisement innovation by type of media was minimized for the Tai Songkran Festival group (Table 4)

Figure 3 shows that type of tourism goods moderated how different types of media-promotion tools affected the negative tourism image of the study participants. For the Okinawa tourist destination experiment, the study participants who viewed Okinawa tourism information through Facebook, YouTube, and blogs showed a lower level of negative tourism image compared to the participants who were in the old media group (magazines, posters, flyers, and word-of-mouth). The result indicated that the study participants who collected traveling information through posters, flyers, or magazines might consider Okinawa to be unmodern, rural, and lacking tourism infrastructure. Those negative tourism images could be changed and minimized through new types of promotion tools such as Facebook, YouTube, and travel blogs. However, for the study participants who were assigned to Tai Songkran Festival experiment, the result was the opposite and no difference on negative tourism image existed between the new and old media group (Table 4).

Table 3. The interaction effects of type of media and tourism goods on different variables

Interaction effects	M.S.	<i>F</i>	Sig.
Advertisement effects			
Ad acceptance by media and tourism goods	12.027	14.401	0.000

Ad innovation by media and tourism goods	55.093	35.565	0.000
Tourism Image			
Negative effect by media and tourism goods	76.740	57.814	.0000

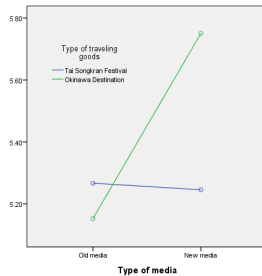


Figure 1

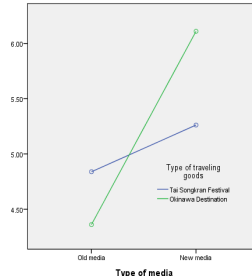


Figure 2

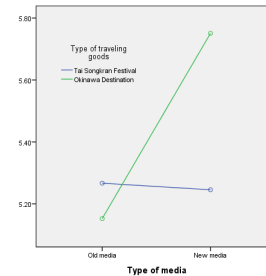


Figure 3

Table 4. Simple main effect after Two Way ANOVA

	Tai Songkran Festival				Okinawa Destination			
	Old media	New media	T	Sig	Old media	New media	T	Sig
Ad acceptance	5.27	5.25	0.178	0.859	5.15	5.75	-5.48	0.000
Ad innovation	4.84	5.26	-2.62	0.009	4.36	6.11	-11.63	0.000
Negative image	5.20	5.24	0.78	0.790	3.90	5.52	-10.70	0.000

## Conclusion and Discussion

Tourism products have characteristics such as intangibility, perishability, inseparability, and heterogeneity. Consumers are not able to try, experience, and test tourism products before they pay for them and the decision must be made according to the available descriptive information provided by tourism suppliers (Gratzer, Werthner, & Winiwarter, 2004). Individuals can only personally experience a destination after embarking on a trip and arriving at the destination. Travelers use various information sources such as TV brochures, posters, flyers, newspapers, word-of-mouth, and previous vacation experiences to reduce the perceived risks and collect traveling information to have a better understanding regarding the destination, events, or festivals they plan to visit. Tourism suppliers will use different types of communication strategies to market their products, such as flyers, the internet, photos, social media, feedback from previous consumers, apps, and YouTube, etc. The majority of these tools are highly related to internet marketing (Buhalis & Law, 2008; Gratzer et al., 2004).

Among traditional information sources, word of mouth and previous vacation experiences are widely accepted as the most reliable and influential information (Gartner, 1993). This indirectly means that travelers will seek information that can vividly described or introduced because it can allow them to virtually experience the destination (Nelson, Yaros, & Keum, 2006). However, with the invention of the internet and social media, destination marketing can be done in different ways.

As technology advances, tourism marketers are developing innovative ways to use visual representation to promote positive destination images and increase visitation in an increasingly complex and competitive global marketplace (Baker & Cameron, 2008; Echtner & Ritchie, 1991). New types of destination marketing tools such as Facebook and YouTube could be beneficial towards increasing tourism image, individuals' attraction towards the advertisement contents, and their future intentions, as well as change negative images towards tourism destinations. Therefore, if DMO, travel agencies, or tourism-related product business providers would like to spend money to produce YouTube videos or microfilms, etc., they should spend more efforts to understand how their potential consumers perceive them negatively and study their weakness. This study also found that different types of promotion tools, including new and old types of media, showed similar effects on advertisement content acceptance, negative tourism image, and travel intentions towards short-term festivals and events. However, new media types could increase individuals' attraction and positive social images towards tourism events and festivals compared to old types of media. Since events and festivals occur during certain periods of time, marketing promotion tools such as Facebook and YouTube could increase individuals' attraction and positive images but not their traveling intentions.

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